



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Target Enterprises
Attention: Accounts Payable
15260 Ventura Blvd.
Ste 1240
Sherman Oaks, CA 91403-5347

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952936-1	10/07/12	October 2012	10/01/12 - 10/07/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Kathi Thornton	Eagle-Los Angeles	National

Advertiser	Product	Estimate Number
NO ON 37	STOP DECEPTIVE FOOD	272

Flight Dates	Order #	Alt Order #
10/01/12 - 10/07/12	952936	07900686

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/01/12	10/05/12	KCRA-TV News at 6am	5:58am-7:00am	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/01/12 6:27 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037003BH \$2,500.00 NM 1 KCRA Tu 10/02/12 6:29 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037003AH \$2,500.00 NM 3 KCRA W 10/03/12 5:59 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037003BH \$2,500.00 NM									
2	10/01/12	10/05/12	NBC Today Show	7:00am-9:00am	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/01/12 8:47 AM NBC Today Show 7:00am-9:00am :30 CAN0370021H \$2,500.00 NM 2 KCRA Tu 10/02/12 7:27 AM NBC Today Show 7:00am-9:00am :30 CAN037003BH \$2,500.00 NM 3 KCRA F 10/05/12 8:48 AM NBC Today Show 7:00am-9:00am :30 CAN037005BH \$2,500.00 NM									
3	10/01/12	10/05/12	KCRA News at 430am	430-5am	MTWTF--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 5 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 KCRA M 10/01/12 4:58 AM KCRA News at 430am 430-5am :30 CAN037003AH \$450.00 NM 4 KCRA Tu 10/02/12 4:42 AM KCRA News at 430am 430-5am :30 CAN037003BH \$450.00 NM 2 KCRA W 10/03/12 4:52 AM KCRA News at 430am 430-5am :30 CAN037003AH \$450.00 NM 1 KCRA Th 10/04/12 4:52 AM KCRA News at 430am 430-5am :30 CAN037003AH \$450.00 NM 3 KCRA F 10/05/12 4:52 AM KCRA News at 430am 430-5am :30 CAN037005AH \$450.00 NM									
4	10/01/12	10/05/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	5	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 5 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/01/12 12:43 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370022H \$1,000.00 NM 3 KCRA Tu 10/02/12 12:59 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN037003AH \$1,000.00 NM 2 KCRA W 10/03/12 12:13 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN037003AH \$1,000.00 NM 4 KCRA Th 10/04/12 12:24 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN037003BH \$1,000.00 NM 5 KCRA F 10/05/12 12:37 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370021H \$1,000.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952936-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
NO ON 37	STOP DECEPTIVE FOOD	272	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
4	10/01/12	10/05/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	5	\$1,000.00	NM	
5	10/01/12	10/05/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWTF--	:30	5	\$3,500.00	NM	
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 5	<u>Rate</u> \$3,500.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	KCRA	M	10/01/12	5:29 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	CAN037003AH	\$3,500.00	NM
1	KCRA	Tu	10/02/12	5:22 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	CAN037003BH	\$3,500.00	NM
2	KCRA	W	10/03/12	5:29 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	CAN037003BH	\$3,500.00	NM
5	KCRA	Th	10/04/12	5:24 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	CAN037003AH	\$3,500.00	NM
3	KCRA	F	10/05/12	5:13 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	CAN0370022H	\$3,500.00	NM
6	10/01/12	10/05/12	KCRA-TV News at 6pm	6:00pm-7pm	MTWTF--	:30	5	\$3,000.00	NM	
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 5	<u>Rate</u> \$3,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
5	KCRA	M	10/01/12	6:52 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	CAN037003BH	\$3,000.00	NM
1	KCRA	Tu	10/02/12	6:41 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	CAN0370021H	\$3,000.00	NM
4	KCRA	W	10/03/12		KCRA-TV News at 6pm	6:00pm-7pm	:00		\$3,000.00	NM
					Credited					
3	KCRA	Th	10/04/12	6:59 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	CAN037003BH	\$3,000.00	NM
2	KCRA	F	10/05/12	6:15 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	CAN037005AH	\$3,000.00	NM
7	10/01/12	10/07/12	KCRA-TV News at 11pm	11:00pm-11:35pm	MTWTFSS	:30	3	\$3,000.00	NM	
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> MTWTFSS	<u>Spots/Week</u> 3	<u>Rate</u> \$3,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KCRA	M	10/01/12	11:22 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	CAN037003AH	\$3,000.00	NM
3	KCRA	Tu	10/02/12	11:23 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	CAN0370022H	\$3,000.00	NM
2	KCRA	Th	10/04/12	11:32 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	CAN0370021H	\$3,000.00	NM
8	10/06/12	10/06/12	KCRA-TV News at 11pm	11:00pm-11:35pm	-----S-	:30	1	\$1,000.00	NM	
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KCRA	Sa	10/06/12	11:26 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	CAN037005BH	\$1,000.00	NM

Total Spots 29

Payment Terms 30 Days

<u>Gross Total</u>	\$61,750.00
<u>Agency Commission</u>	\$9,262.50
<u>Net Amount Due</u>	\$52,487.50